



TEXAS
Health and Human
Services

Turn To Campaign

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Turn To Campaign (1 of 3)

- Annual statewide media campaign emphasizing and directing Texans to "Turn To" the people and places around them to cope with feelings instead of turning to substances.
- Campaign messaging drives people to the campaign website, turntosupportstx.org, which provides general resources, and the Turn To Check-In offers customized wellness and substance use resources.





Turn To Campaign (2 of 3)

Paid media

(public service announcements, digital display ads, print ads, out-of-home ads)

Provider Involvement

(training, organic social media content, promotion, collaboration on local events)

Turn To

Outreach

(exhibiting, activation events, event sponsorship, stakeholder engagement, social media toolkits)

Educational Materials

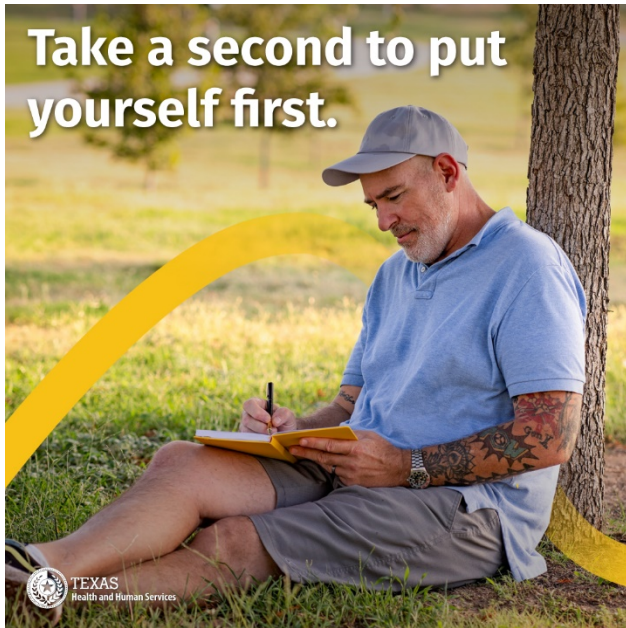
(conversation guides, resources)

Turn To Campaign (3 of 3)



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Take a second to put
yourself first.



Find comfort **in connection.**

TURN TO YOUR COMMUNITY



Start breathing. **Stay present.**

Small steps can make a big difference when it comes to your mental health.
Try this simple breathing exercise if you're feeling anxious, overwhelmed or stressed.

FOUR STEPS FOR BOX BREATHING:

- 1** Start by placing one hand on your chest and the other on your stomach.
- 2** Breathe in through your nose for 4 seconds, feeling your stomach expand.
- 3** Hold that breath in for 4 seconds.
- 4** Exhale through your mouth for 4 seconds.

Repeat steps 2-4 until you feel more relaxed.

FOR MORE RESOURCES AND SUPPORT, VISIT [TURNTOSUPPORTSTX.ORG](https://turntosupportstx.org)

Substance use is
not the solution

TurnToSupportsTX.org

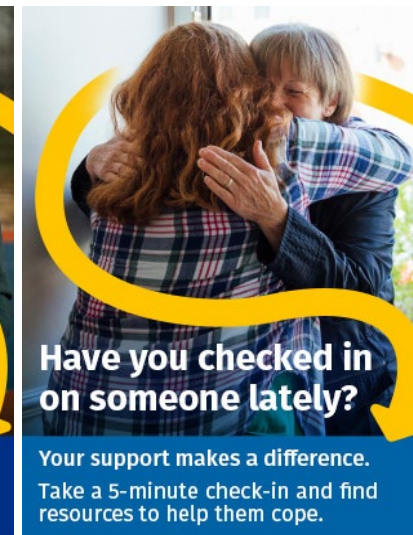
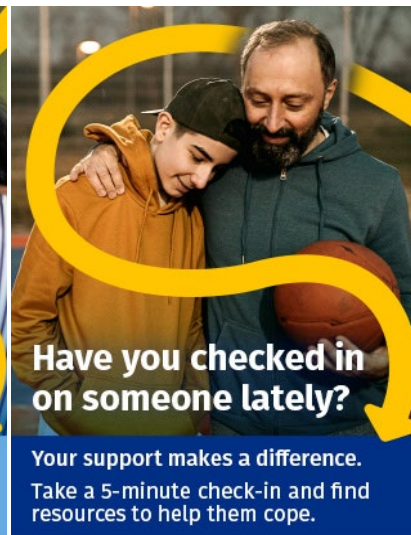
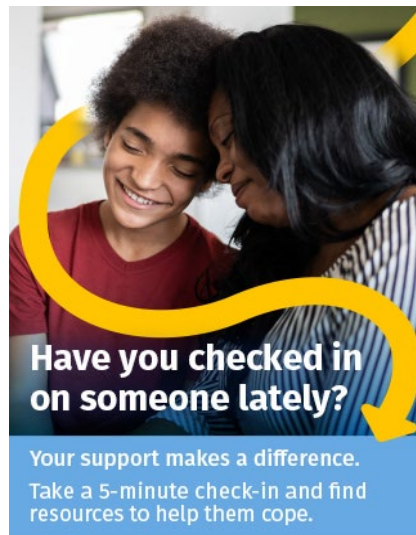


turn to



Turn To Check-In (1 of 3)

- Substance use-focused and self-screening tool that Texans use to assess their needs.
- Easy access to informational resources that support substance use prevention, intervention, treatment, and recovery, as well as behavioral health and wellness.

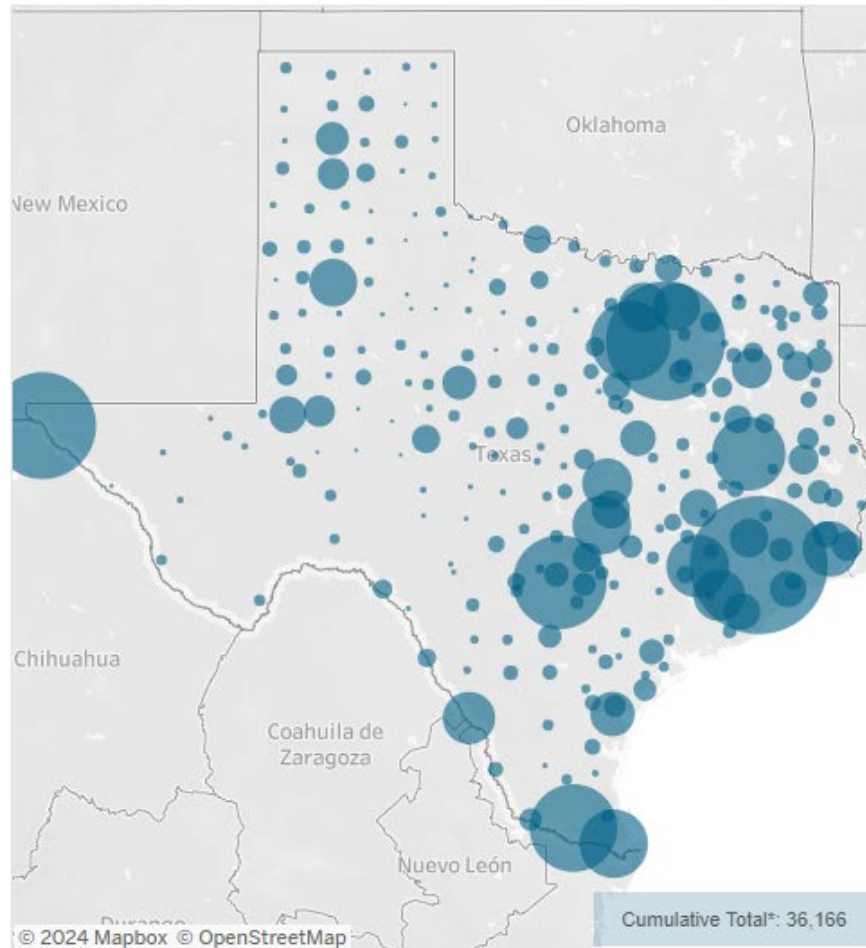


Turn To Check-In (2 of 3)

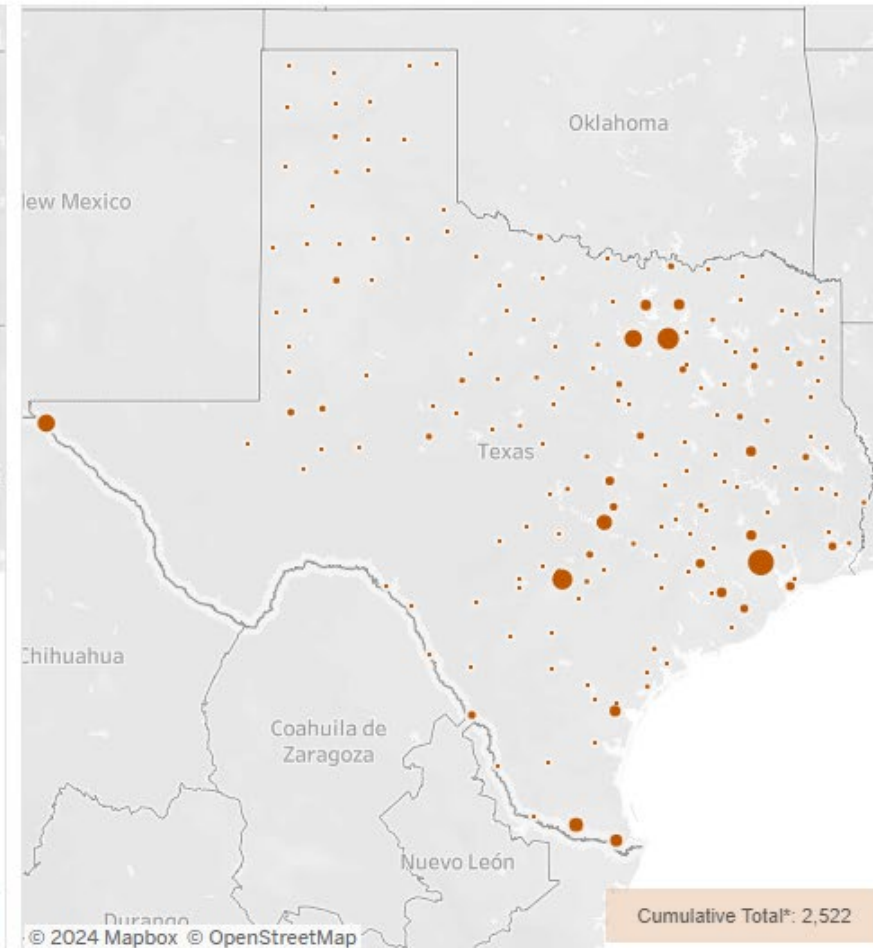


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Check-In: Self



Check-In: Other



Turn To Check-In (3 of 3)



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- **Resource modules:**

- ▶ Anger
- ▶ COVID-19
- ▶ Current events
- ▶ Financial struggles
- ▶ Grief and loss
- ▶ Health issues
- ▶ Housing insecurity
- ▶ Loneliness
- ▶ Moving
- ▶ Past trauma
- ▶ Relationships
- ▶ Sadness
- ▶ Worried
- ▶ Suicide
- ▶ Substance use
- ▶ Conversation guides
- ▶ Finding reliable health information

- **Planned enhancements based on evaluation**

- **New resource modules:**

- ▶ Veterans
- ▶ Aging

Online Resources



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- Support for My Child
- Support My Community
- Support for a Friend or Family
- Educational materials
- Conversation guides

Help is here now

If you or someone you know is struggling or in crisis, help is available:

Call or text **988** or chat
988lifeline.org

Call SAMHSA's
National Helpline:
800-662-4357

Call Texas Youth Helpline:
1-800-989-6884

Dial **211** to locate Texas
mental health resources

How to support your child through difficult times

When your child is going through a tough time, your support can make all the difference. Below are tips on how to support your child while they're going through a difficult time.



Develop a coping strategy

- Breathing exercises
- Writing in a journal or drawing
- Going outside or finding a way to be active



Create a safe, happy home

- Do your best to make sure your home is a place that is low stress, safe and supportive
- Establish a routine at home to give your child a sense of stability



Keep communication open

- Be direct
- Avoid judgmental language like "right or wrong actions" or "good or bad feelings"
- Listen and offer reassurance that you will be there
- Praise or say something positive to your child



Model healthy ways to cope

- Talk to them about how you're handling issues
- Show them healthy ways to cope with stress
- Avoid arguing around your child
- Watch your tone when speaking to your child and others

Sources: Navigate Life Texas, UT Austin Center for Health Communication, CDC, National Alliance on Mental Illness, Vanderbilt University, University of Oregon



Visit TurnToSupportsTX.org for more resources and ways to find help.

turn to



Things to Remember in Recovery

Recovery is a personal process and can happen in many ways. Recovery is a journey with ups and downs, so remember that every day is a new day. Find people you can turn to who will support you in your journey.

Refer to this card whenever you feel you need to.

Never forget your purpose and your why

(write down on the line below):

Keep in Mind:

1. Believing that things will be OK.

When going through a difficult time, you may have mixed feelings or even feel disbelief when you hear, "Things are going to be OK." Finding support can be helpful in finding reassurance and hope in difficult moments.

2. Remembering recovery is a journey.

Making progress in your recovery may take time, and you may experience setbacks along the way. But even when you face challenges, you are still learning, growing and gaining skills to support your wellbeing. Your recovery journey may be different than another, and that is okay.

3. Showing up for ourselves.

Each person's recovery is unique. Put yourself and your needs first. Find people in your life that understand and support you.

Sources: Mental Health America, Substance Abuse and Mental Health Services Administration (SAMHSA)

Visit TurnToSupportsTX.org for more resources and ways to find help.



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Turn To Data



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- **29.3 percent** of survey respondents recalled seeing the campaign ads.
 - ▶ Approximately seven percent increase compared to the first evaluation, conducted in March 2023.
 - ▶ TV and social media were the most reported channels for recall.
- **73 percent** of respondents took some relevant action, from talking to someone about mental health struggles to visiting the campaign website.
- **80 percent** of respondents agreed that the campaign was somewhat, very, or extremely effective in promoting healthy coping with mental health and promoting social connection.

turn to

Campaign Results at a Glance FY2023 & FY2024

Paid Media



Stakeholder Outreach



More Wins



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Thank you

TurnToSupportsTX@hhs.texas.gov